wherein said measuring means includes means for measuring a physical attribute of said subject.

12. (Amended) A system for unobtrusively detecting an object of a subject's interest in media content, comprising:

means for detecting an object of said subject's attention;

means for measuring the subject's relative arousal level; and

means for combining information regarding said subject's arousal level and attention to infer the object of interest,

wherein said measuring means includes means for measuring a physical attribute of said subject.

23. (Amended) A method of unobtrusively detecting a subject's level of interest in media content, comprising:

detecting a subject of said subject's attention;

measuring a subject's relative arousal level; and

combining information regarding said subject's arousal level and attention to infer a level of interest,

wherein said measuring includes measuring a physical attribute of said subject.

34. (Amended) A method of unobtrusively detecting the object of a subject's interest in media content, comprising:

detecting the object of said subject's attention;

measuring the subject's relative arousal level; and

combining information regarding the subject's arousal level and attention to infer the object of interest,

wherein said measuring includes measuring a physical attribute of said subject.

45. (Amended) A method for detecting a person's level of interest in media content, comprising:

assessing whether a person is attending to the media content, to produce first data;

assessing a person's relative arousal level with regard to the media content, to produce second data;

combining said first and second data to infer a level of interest the person has in said media content; and

communicating said level of interest as feedback about the media content to a manager of said media content,

wherein said first data and said second data are based upon measurements of a physical attribute of said person.

53. (Amended) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for computer-implemented unobtrusive detection of a subject's level of interest in media content, said method comprising:

detecting an object of said subject's attention;

measuring a subject's relative arousal level; and

combining information regarding said subject's arousal level and attention to infer a level of interest,

wherein said measuring includes measuring a physical attribute of said subject.

54. (Amended) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for computer-implemented unobtrusive detection of a subject's level of interest in media content, said method comprising:

assessing whether a subject is attending to the media content, to produce first data;

assessing a subject's relative arousal level with regard to the media content, to produce

second data;

combining said first and second data to infer a level of interest the subject has in said media content; and

communicating said level of interest as feedback about the media content to a manager of said media content,

wherein said measuring means includes means for measuring a physical attribute of said subject.

55. (Amended) A system for unobtrusively measuring a subject's interest in media content, comprising:

a detector for detecting an object of a subject's attention;

a measuring device which measures a subject's arousal level; and

an inference engine which infers subject's interest level based on a said arousal level,

wherein said measuring means includes means for measuring a physical attribute of said subject.

Please add the following new claims.

-- 56. The method according to claim 53, wherein said physical attribute of said subject includes one of a facial gesture, a head gesture, a blink rate and blink duration, a relative position of an eyebrow, and a relative position of a mouth corner.

57. The method according to claim 56, wherein said physical attribute of said subject further includes an audio utterance, a gaze fixation density, a pupil size, upper body movement.

58. The method according to claim 56, wherein additional media content is provided in real time to said subject based upon the inferred level of interest.

59. The method according to claim 54, wherein said physical attribute of said subject includes one of a facial gesture, a head gesture, a blink rate and blink duration, a relative position of an eyebrow, and a relative position of a mouth corner.

60. The method according to claim 59, wherein said physical attribute of said subject further includes an audio utterance, a gaze fixation density, a pupil size, and an upper body movement.

61. The method according to claim 59, wherein additional media content is provided in real time to said subject based upon the inferred level of interest. –